

Frolunda HC vs Timraa IK

DATE: Thursday, January 15, 2026
LOCATION: Sörberge, Västernorrlands län, SE

Event Description

Frolunda HC vs Timraa IK is a premier sports event in Sörberge. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 63/100

Expected Attendance: 4,353 people

Event ID: 6jAS6aLbKbhQDkVphR

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,741 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.